How to Disrupt Online Counterfeiting ?

Federation of the Swiss Watch Industry FH

Advisory Commitee on Enforcement

WIPO, 23-25 November 2015

Summary

1. Where are we now?
2. Apply the intelligence cycle!
3. Conclusion

1. Introduction

- Consumers likely to buy counterfeiting online
- The counterfeit supply increases and diversifies (very profitable crime / late awareness by authorities)
- The fight against counterfeiting is becoming increasingly complex and sophisticated

Diversity of counterfeiting on the Internet

Dedicated websites

Online marketplaces

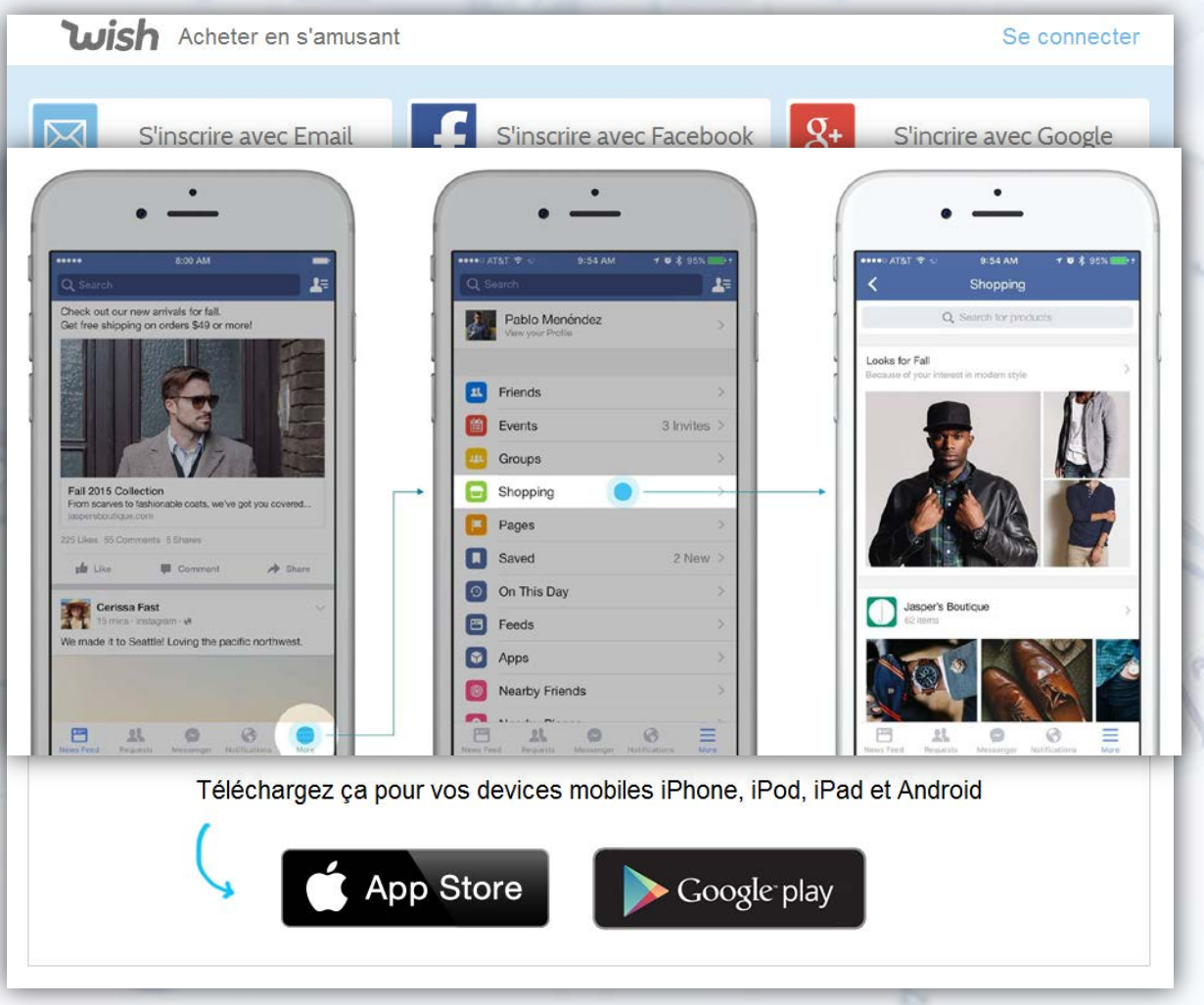
Social networks / medias

Apps and Mobile devices

Digital Convergence (or confusion ?)

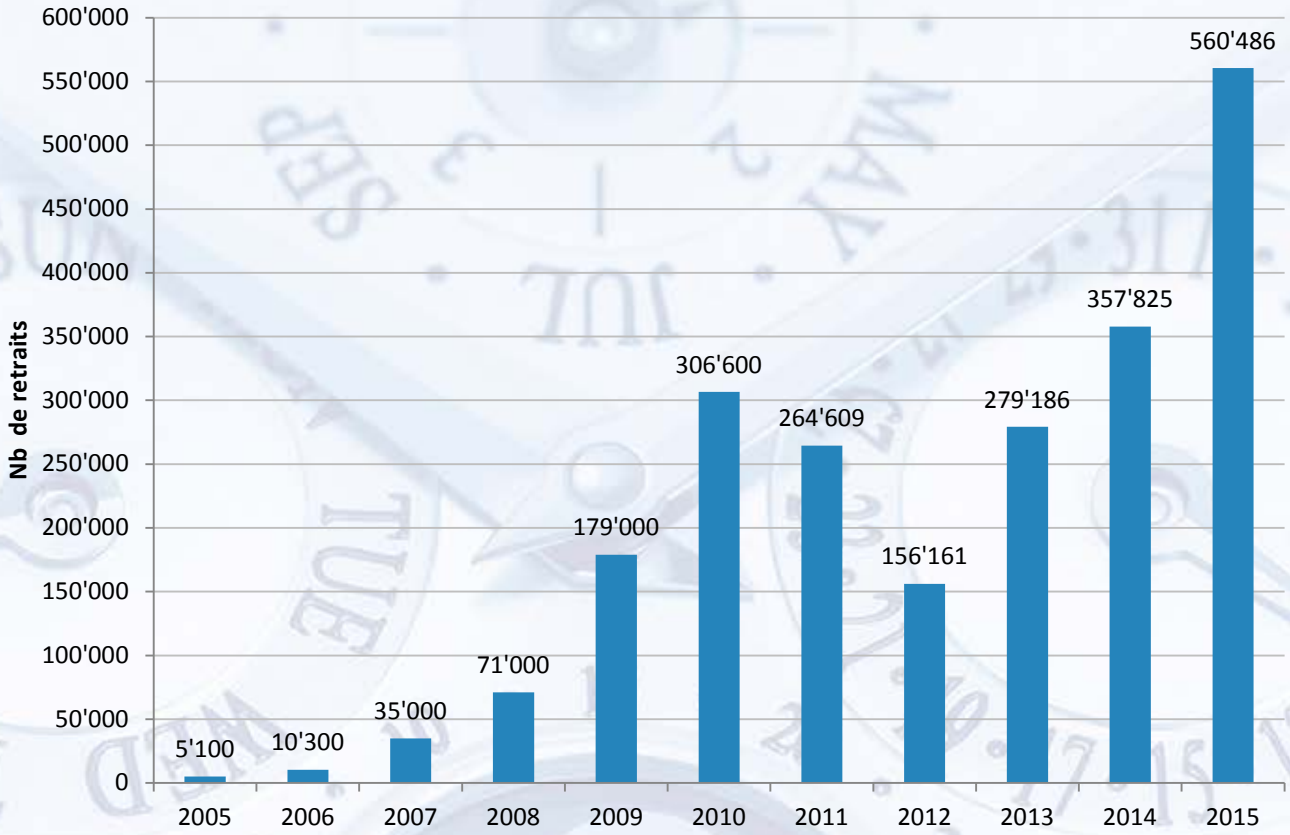
Get familiar with new media

- New marketplaces available on mobile devices only



But the supply chain remains identical…

Evolution of ads withdrawals (incl. social)



2. Intelligence cycle

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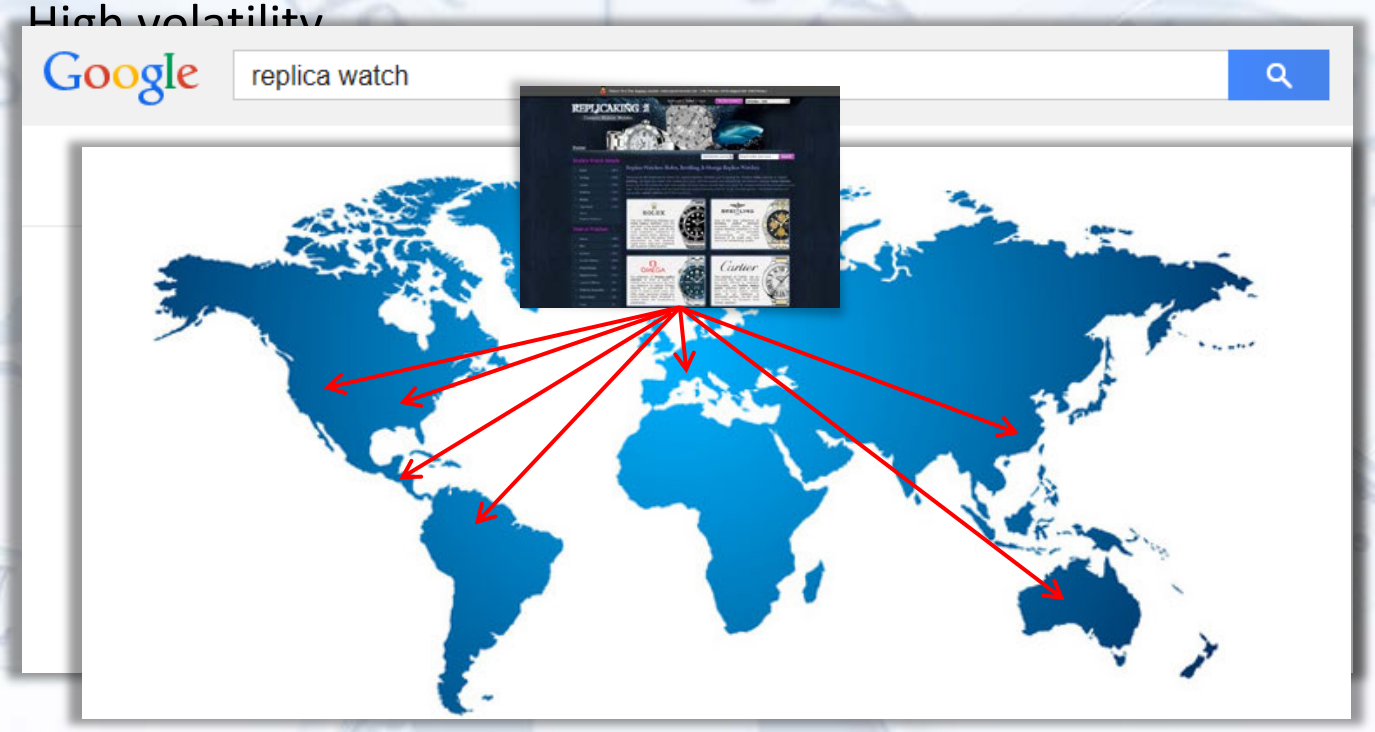
Operational

Reduce the visibility of counterfeits

But also… collect data

Dedicated websites (stand alone)

- Key features
  - Extensive number
  - High volatility



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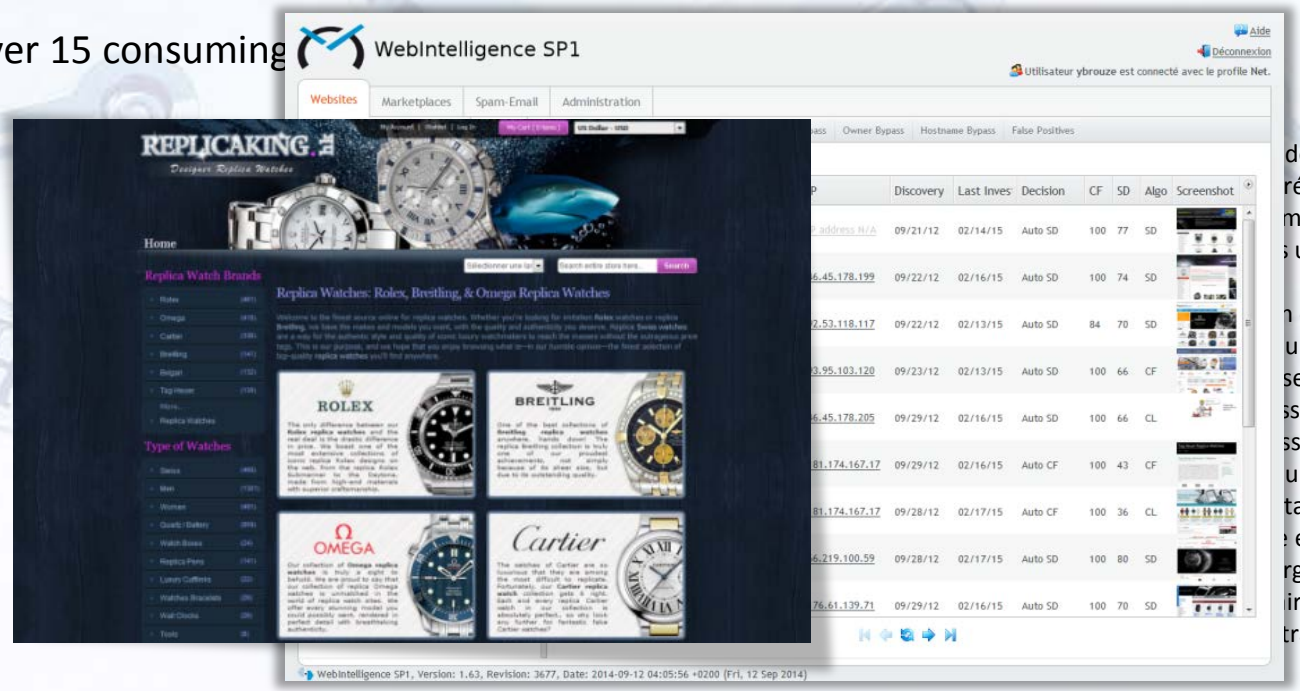
Response

- Automatization

Over 15 consuming



des pages jusqu'à 3 niveaux
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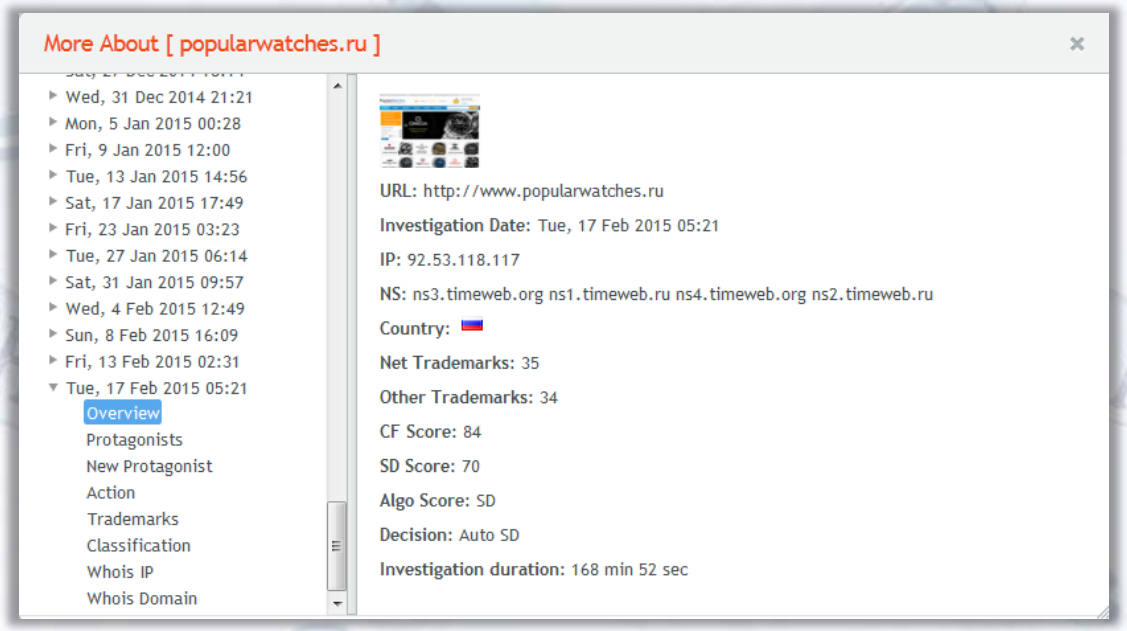
- Regular follow-up



More than 10’500 sites in the system

Each active site is re-investigated approx. every 4 days

Allows precise monitoring of the site's evolution

Dedicated websites (stand alone)

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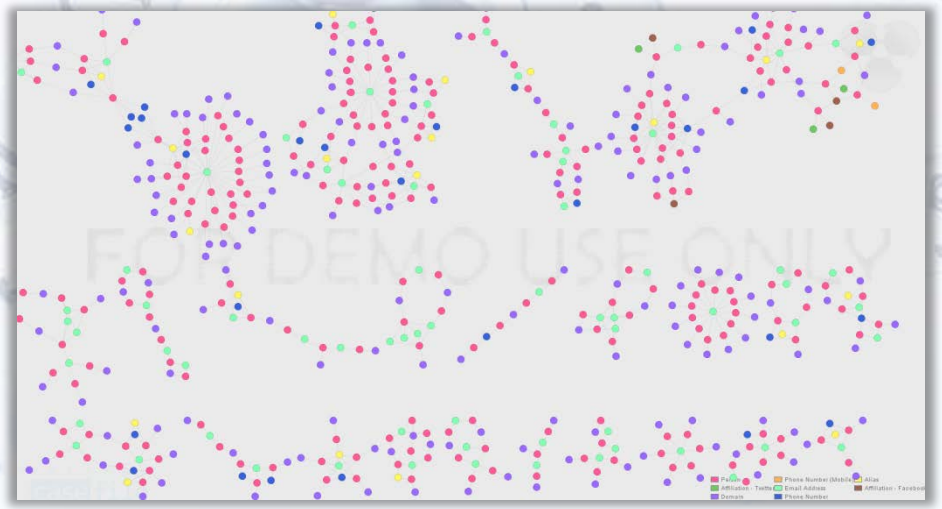
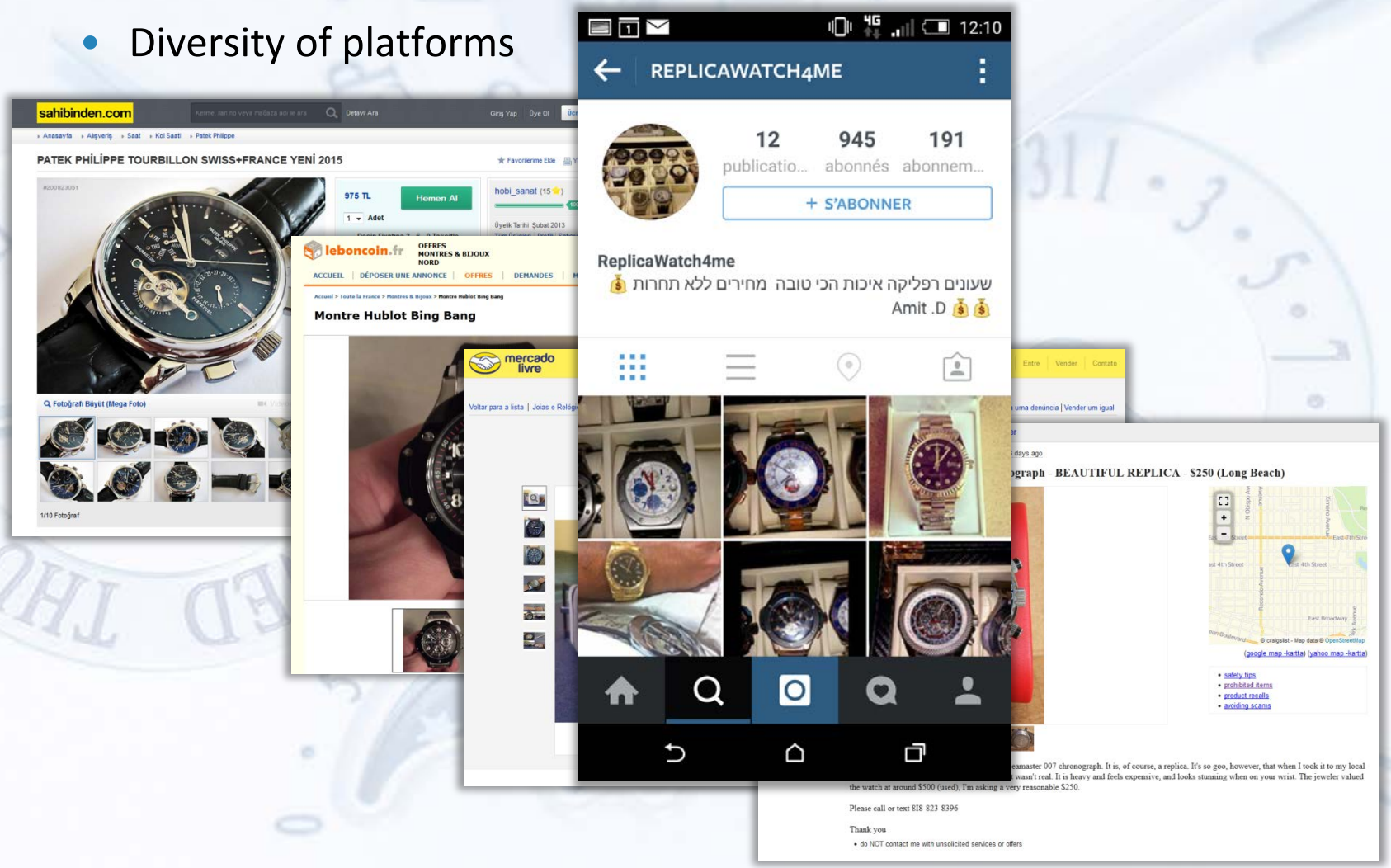
- Automatization
- Regular follow-up
- Network’s identification

The analysis of the collected data allows to generate relational schemas, helping networks'detection:



2. Marketplaces and social media

- Key features
  - Diversity of platforms

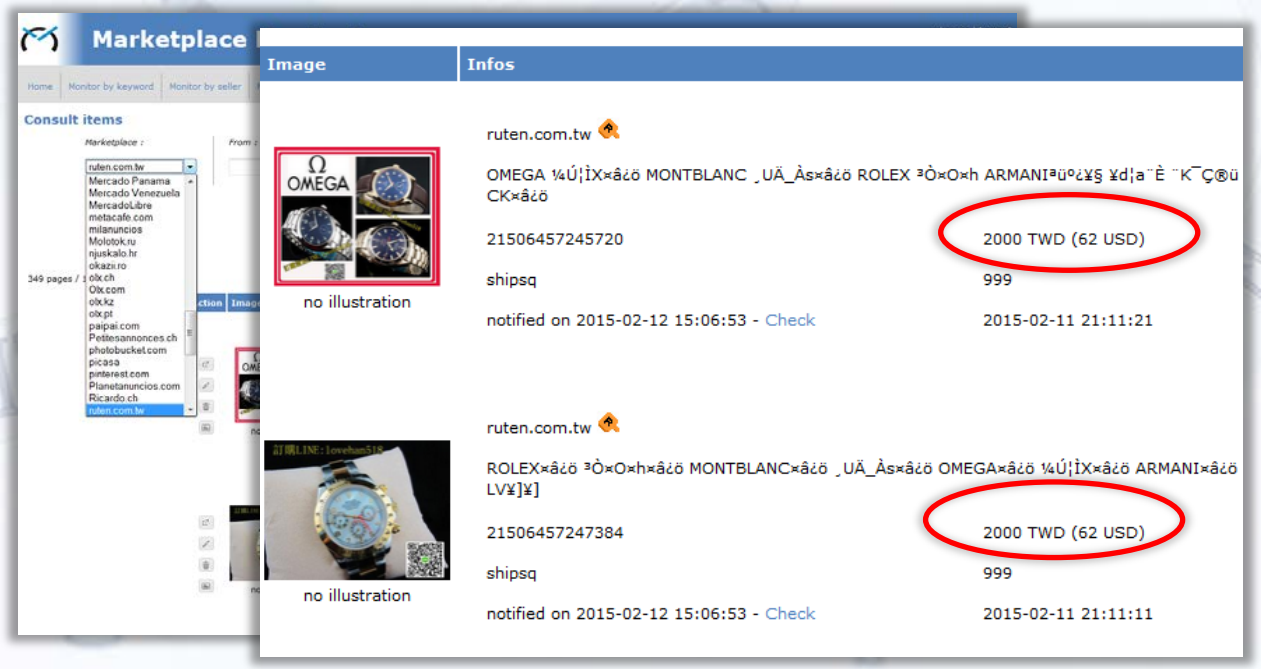


Marketplaces and social media

- Key features
  - Diversity of platforms
  - Multiple languages and currencies
  - Large number of ads

Response

- Flexible tool
- Harmonization, conversion



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Marketplaces

- Key features
  - Platforms' diversity

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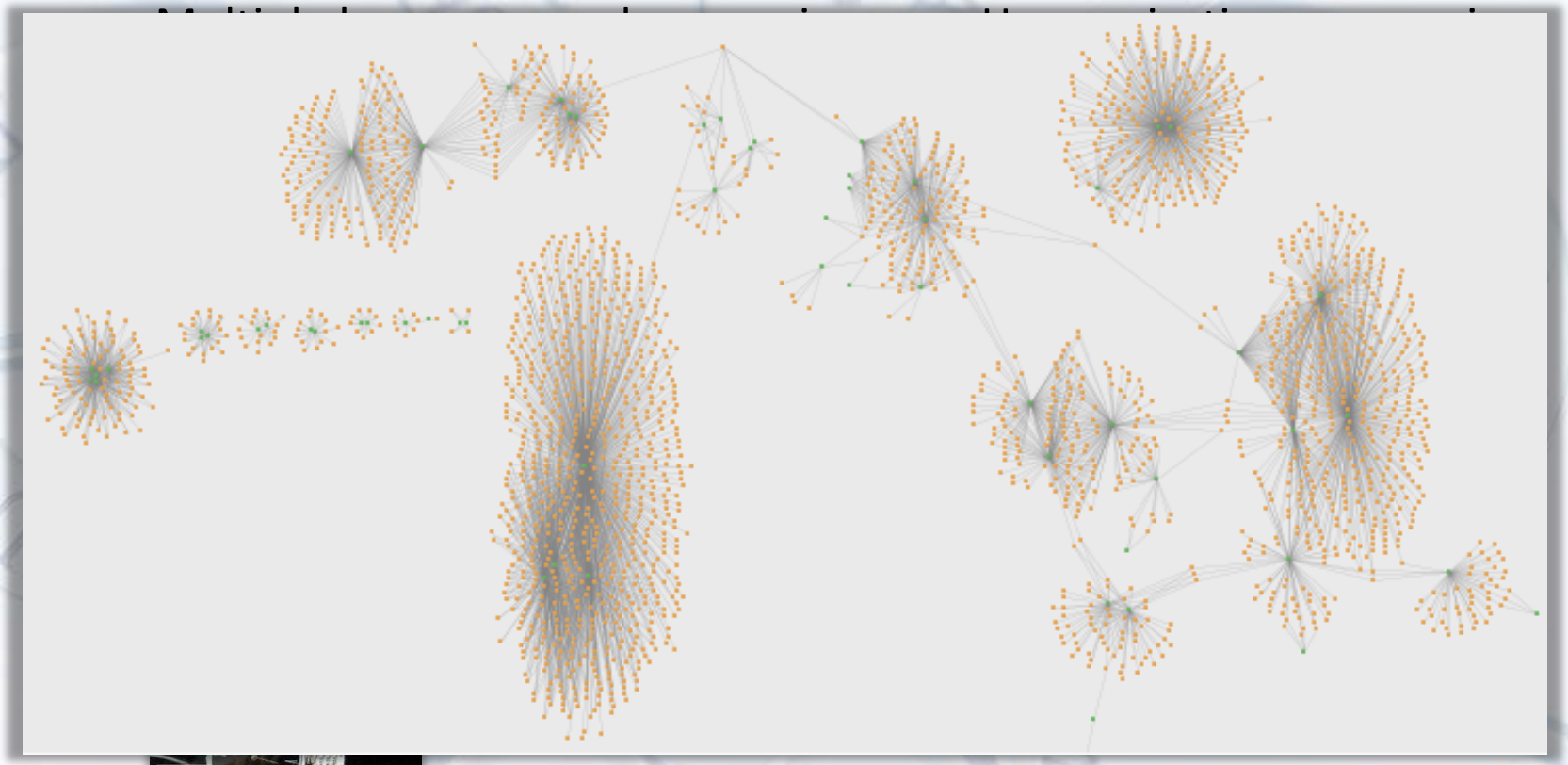
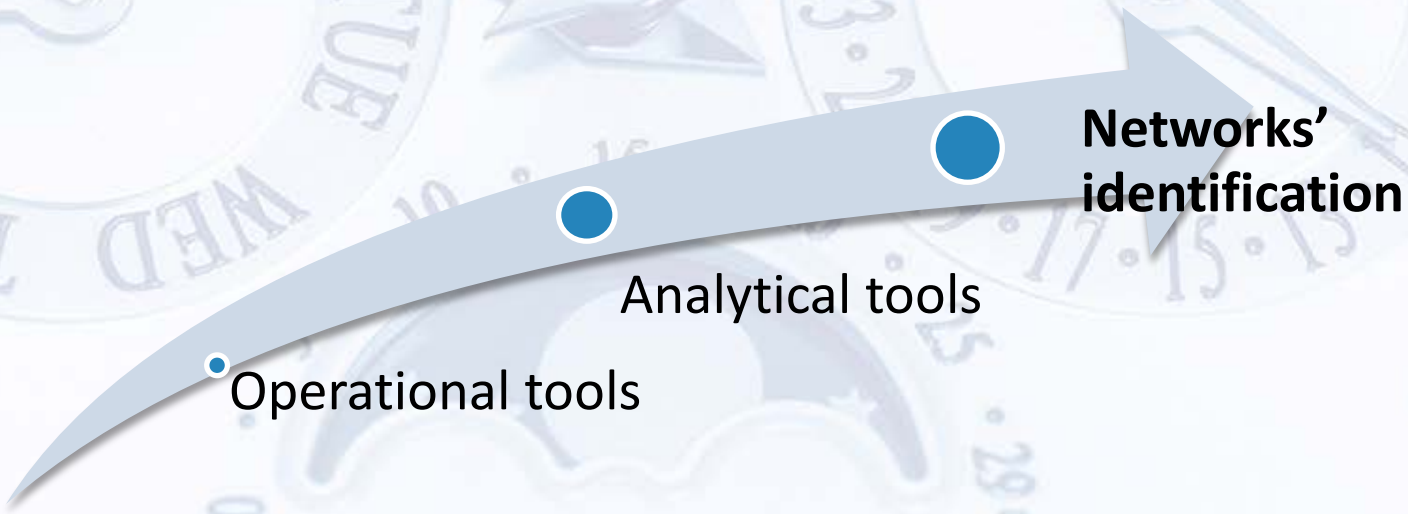


2. Intelligence cycle

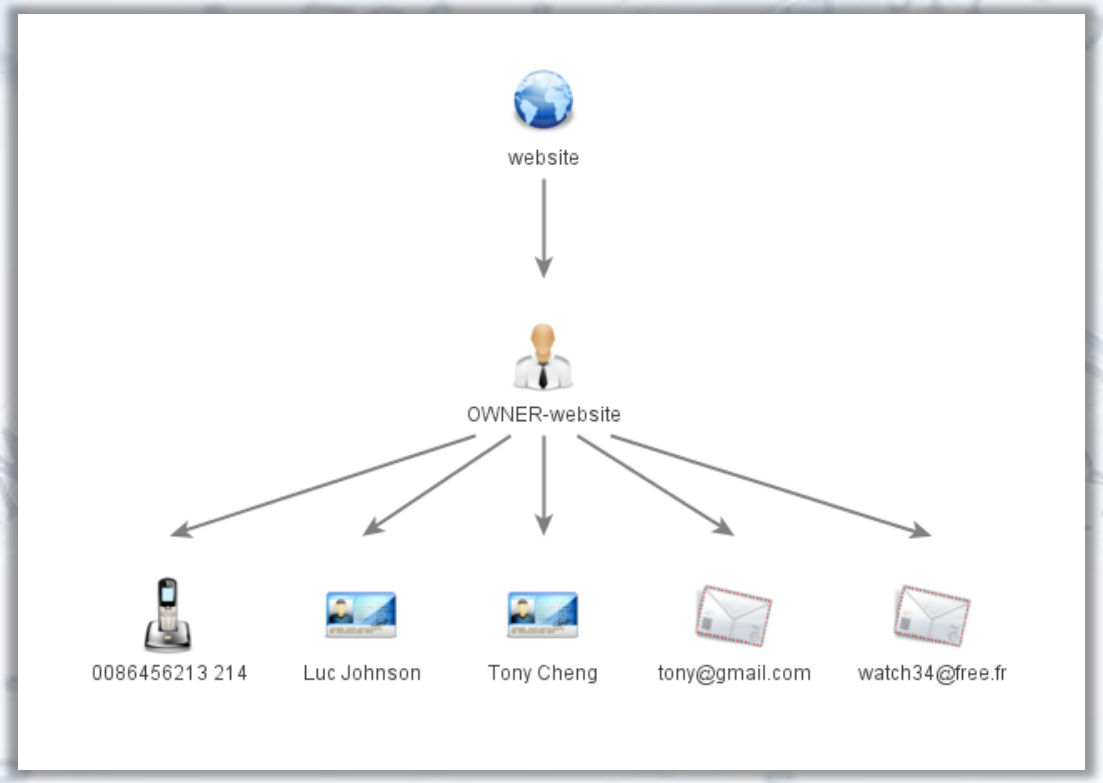
Strategic

Intelligence building from collected data

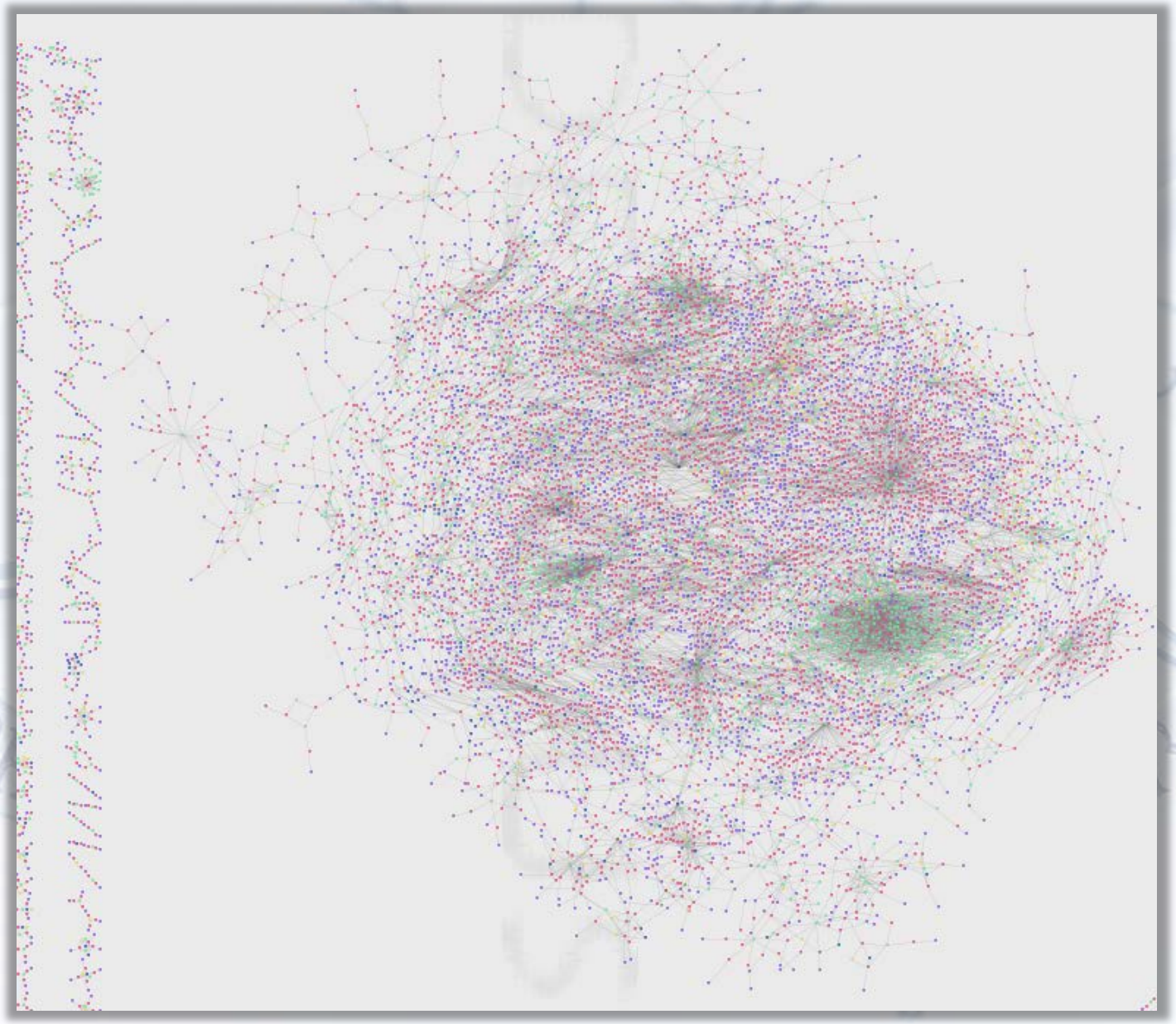


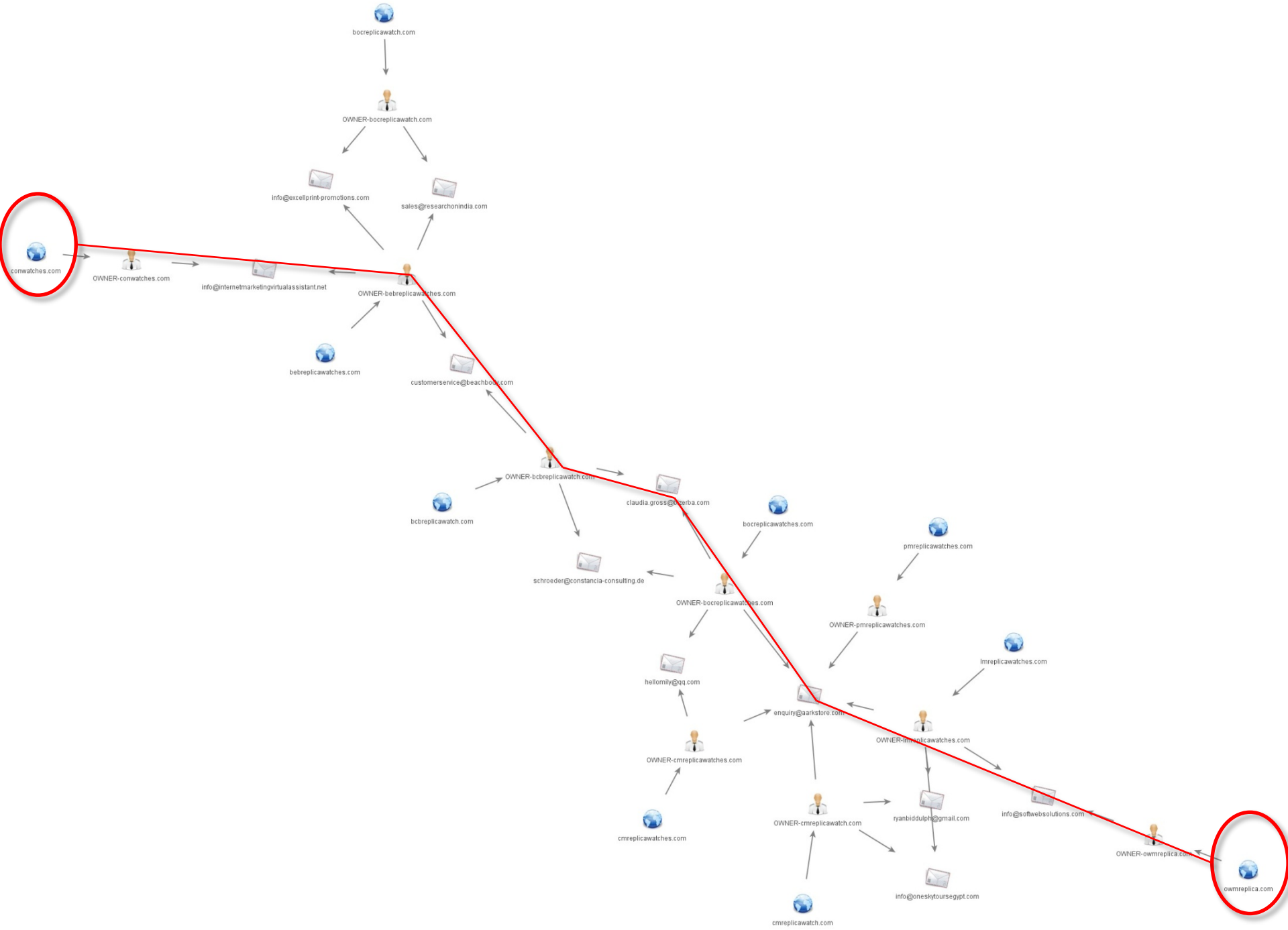
Exploitation of results

- Challenge: how to represent data in a comprehensible and usable form
- Solution: relational diagram



Results from Webintelligence

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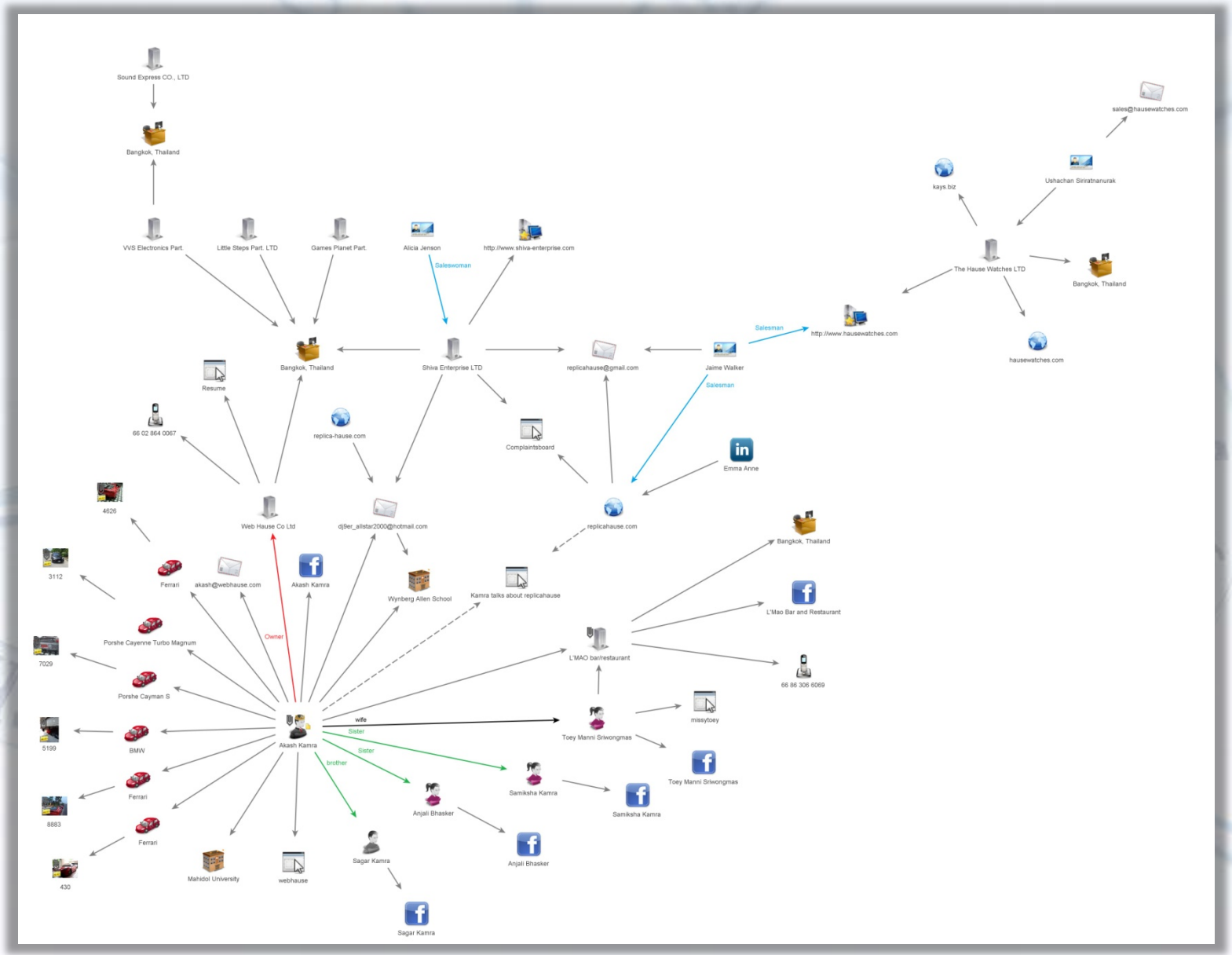
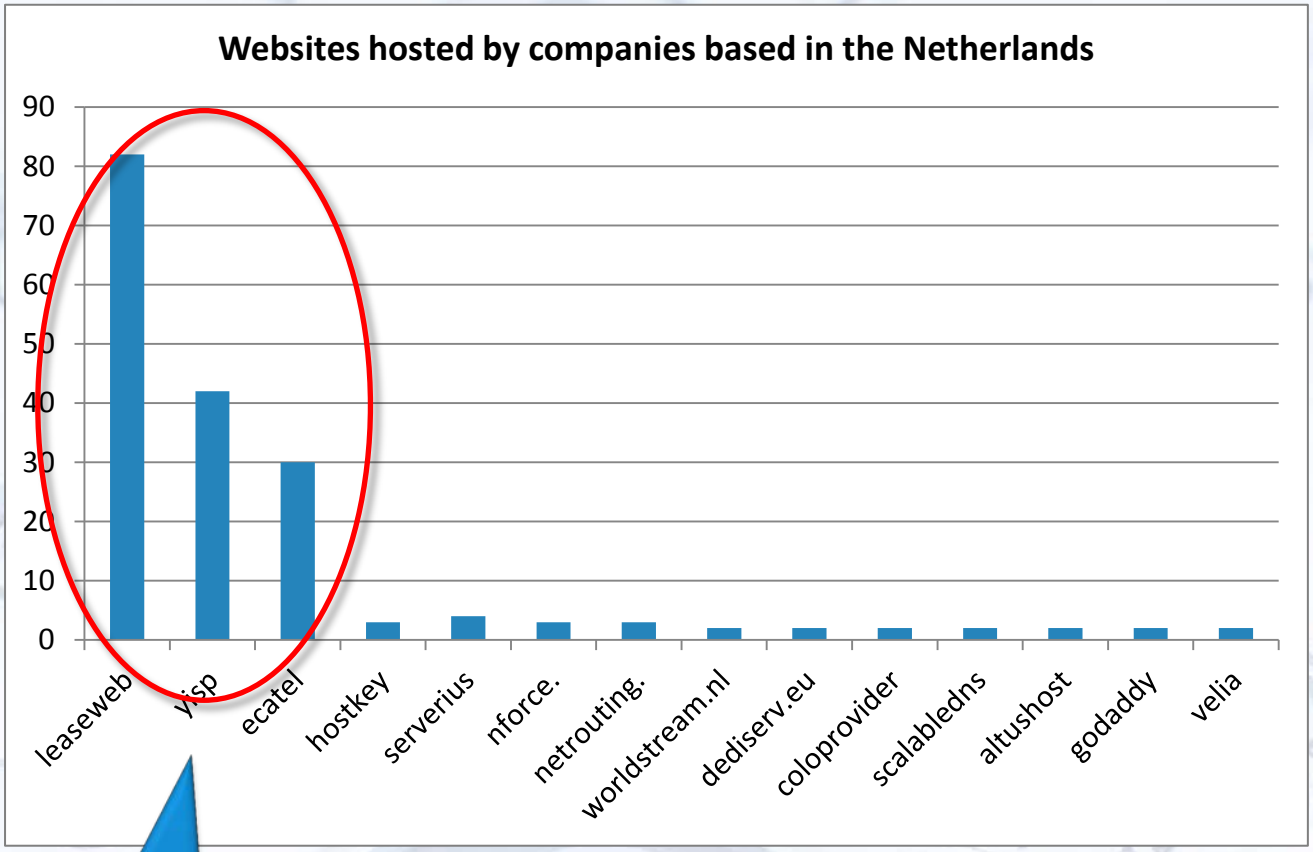
Case Study

Replicahause



Strategic level



Target these three first !

2. Intelligence cycle

Decision makers

Take action according to intelligence

Internet stakeholders / intermediaries

Essential to Internet Sales

- Result in physical contact
- Certain degree of monopoly (limited choice / few alternatives)
- High opportunity costs (to change)

Cooperation may result in the **disruption** of sales networks

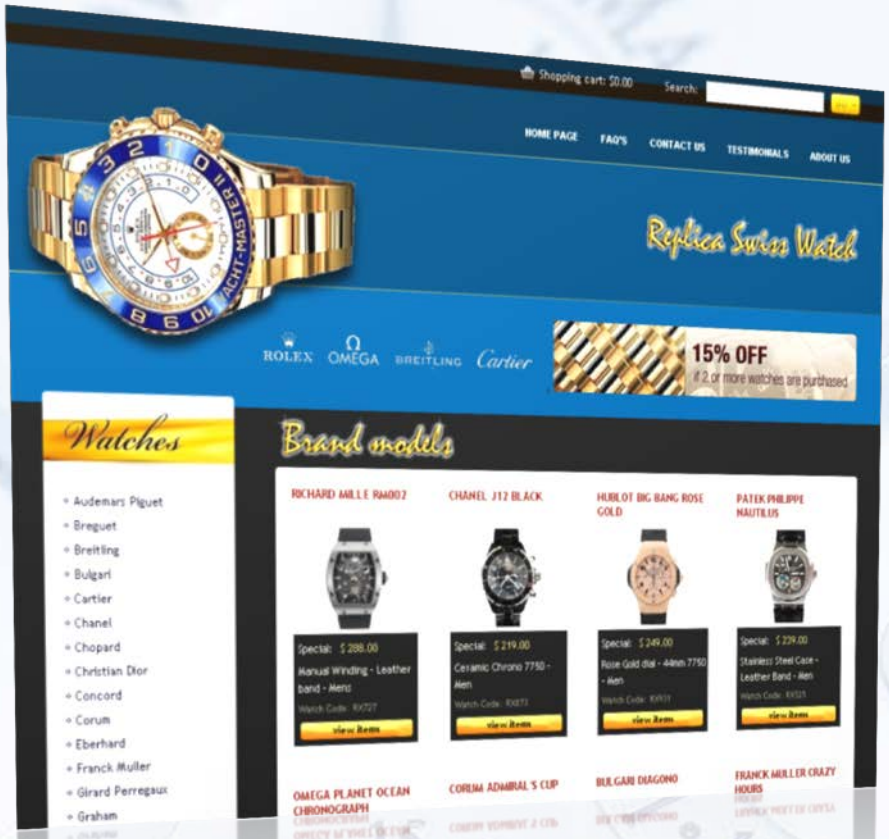
- "Technical" intermediaries
- "Payment" processors (*follow the money*)
- Express shipping companies

Enforcement authorities

Raising awareness : fraud report form

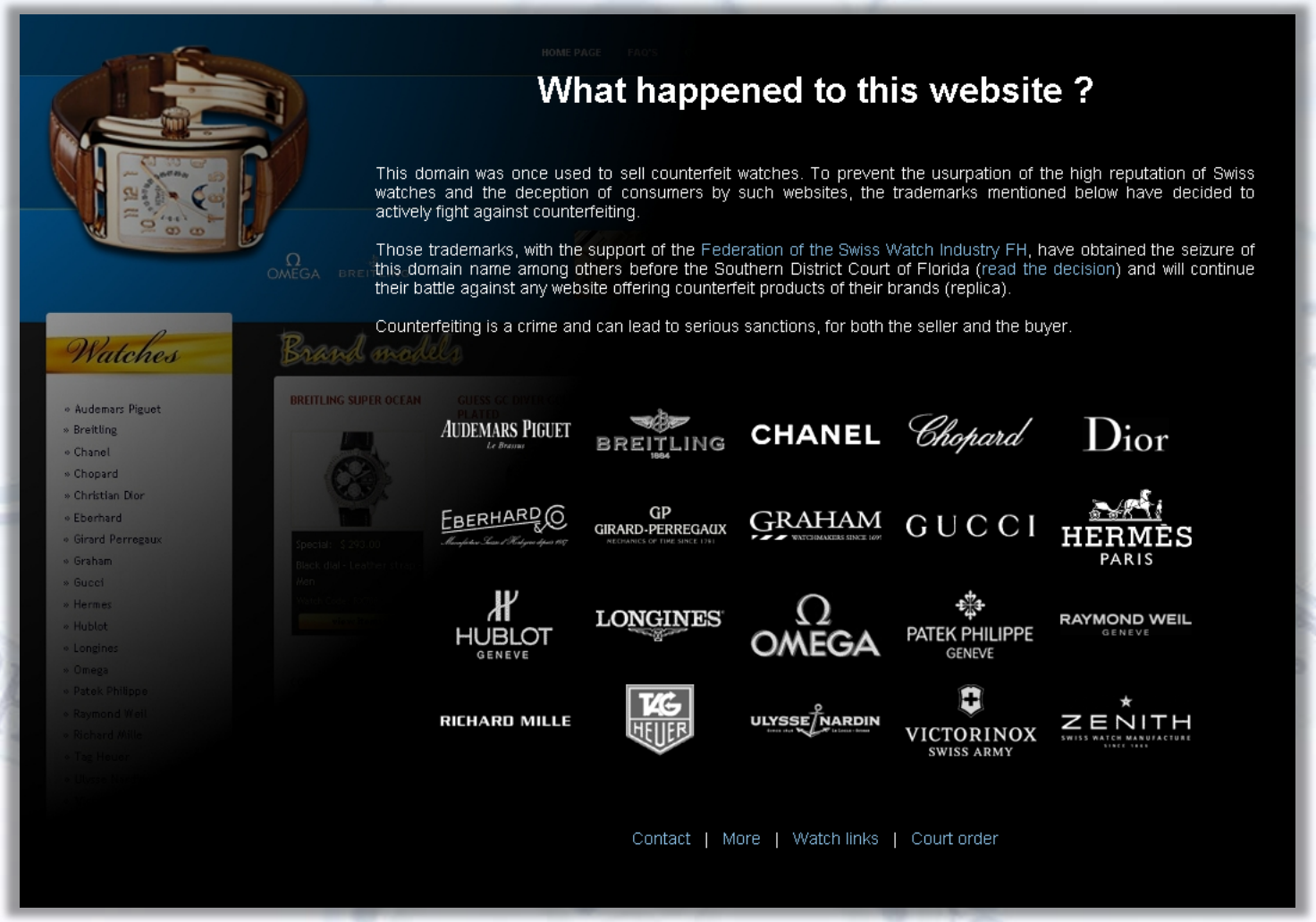
www.fhs.ch/en/reportabuse.php

Raising awareness : Decoy website



www.replicaswisswatch.com

Awareness campaigns after domain name seizures



Conclusion

A global approach

- There is no definitive solution
- Internet is under constant evolution: cope with it!
- Have a global approach:
  attack from several angles at the same time.
- Cooperation between stakeholders (public / private)
  is the issue: emergence of a global Internet “soft law”

Questions?

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